

Great American Condom Campaign: An analysis of Message Effectiveness on College Students ages 18-29

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Handouts
available!!



Overview

- rise in STDs (CDC, 2010)
- campaigns target college age students
- persuasive?
- effective??

Literature

- Theory of Planned Behavior (Ajzen, 1991)
 - attitudes, subjective norms, perceived behavioral controls
- Elaboration Likelihood Model (Petty, 1986)
 - central route
 - peripheral route

Methods:

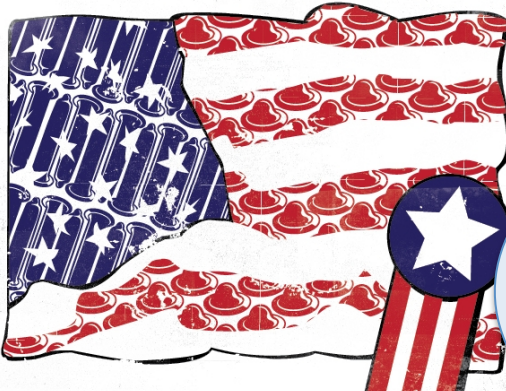
- social media
 - Facebook messages & visual rhetoric
 - website posts & visual rhetoric

Results:

- poor audience id
- targeted central & peripheral routes
- attitudes created
- norms demonstrated
- efficacy increased

Conclusions..
effectively designed
campaigns that do
not reach
audiences...
can NOT work

**DO IT
FOR YOUR COUNTRY**



USE A CONDOM EVERY TIME